



**GENERAL SERVICES ADMINISTRATION**

**FEDERAL ACQUISITION SERVICE**

**AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

Online access to contact ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The Internet address for GSA Advantage! is: <http://www.gsaadvantage.gov>.

**SCHEDULE TITLE: Multiple Award Schedule Professional Services Marketing & Public Relations**

**CONTRACT NUMBER:** 47QRAA18D00ER

**CONTRACT PERIOD:** August 22, 2018 through August 21, 2023

Pricelist current through **Modification #PA-0001, effective October 18, 2019.**

For more information on ordering from Federal Supply Schedules, please go to: <http://www.gsa.gov/portal/content/200369>

**CONTRACTOR:** Concepts, Inc.

*Billing Address:* 4800 Hampden Lane, Suite 200  
Bethesda, MD 20814

*Headquarters Address:* 4800 Hampden Lane, Suite 200  
Bethesda, MD 20814

Contract Administration POC: Karen B Herson

Phone: (301) 807-4232

Fax: (240) 482-3759

Email: [kherson@conceptcommunications.com](mailto:kherson@conceptcommunications.com)

**BUSINESS SIZE:** Small

**CUSTOMER INFORMATION:**

**1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)**

<b>SIN</b>	<b>DESCRIPTION</b>
<b>541810</b>	<b>Advertising Services</b>
<b>541810/RC</b>	<b>Advertising Services</b>
<b>541810DC</b>	<b>Other Direct Costs for Marketing &amp; Public Relations</b>

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**541810ODC/RC****Other Direct Costs for Marketing & Public Relations****OLM  
OLM/RC****Order Level Materials  
Order Level Materials****1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:**  
(Government net price based on a unit of one)

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
<b>541810 541810/RC</b>	<b>Advertising Services</b>	
	Administrative Assistant**	\$38.78

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
<b>541810ODC 541810ODC/RC</b>	<b>Other Direct Costs for Marketing &amp; Public Relations</b>	
	Printing	\$823.95

**1c. HOURLY RATES:**

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
<b>541810 541810/RC</b>	<b>Advertising Services</b>	

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Labor Category</b>					
Subject Matter Expert II	\$214.56	\$219.92	\$225.42	\$231.06	\$236.83
Photographer**	\$178.94	\$183.42	\$188.00	\$192.70	\$197.52
Project Director	\$144.17	\$147.78	\$151.47	\$155.26	\$159.14
Subject Matter Expert I	\$143.32	\$146.91	\$150.58	\$154.35	\$158.20
Web/Database Developer	\$134.50	\$137.86	\$141.31	\$144.84	\$148.46
Account Executive	\$117.25	\$120.18	\$123.19	\$126.26	\$129.42
Communications Coordinator	\$110.53	\$113.29	\$116.12	\$119.03	\$122.00
Graphic/Web Designer	\$117.59	\$120.53	\$123.54	\$126.63	\$129.80
Public Outreach Specialist	\$112.85	\$115.67	\$118.56	\$121.53	\$124.57
Outreach Project Manager	\$101.52	\$104.05	\$106.66	\$109.32	\$112.06
Communications Consultant	\$86.16	\$88.31	\$90.52	\$92.78	\$95.10
Research Analyst	\$83.03	\$85.11	\$87.24	\$89.42	\$91.65

Quality Assurance Specialist	\$89.51	\$91.75	\$94.04	\$96.39	\$98.80
Administrative Assistant**	\$38.78	\$39.75	\$40.75	\$41.77	\$42.81

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
<b>5418100DC 5418100DC/RC</b>	<b>Other Direct Costs for Marketing &amp; Public Relations</b>	
	Half Day Photo Record	\$1,209.07
	Media Monitoring Services	\$9,521.41
	Display/Exhibit Development	\$836.27
	Printing	\$823.95

2. **MAXIMUM ORDER\*:** \$1,000,000
3. **MINIMUM ORDER:** \$100
4. **GEOGRAPHIC COVERAGE:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.
5. **POINT(S) OF PRODUCTION:** Maryland (US)
6. **DISCOUNT FROM LIST PRICES:** Prices shown are GSA Net.
7. **QUANTITIY DISCOUNT(S):** None.
8. **PROMPT PAYMENT TERMS:** Net 30 Days. Information for Ordering Offices: Prompt Payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
- 9a. **Government Purchase Cards must be accepted at or below the micro-purchase threshold.**
- 9b. **Government Purchase Cards are accepted above the micro-purchase threshold.**
10. **FOREIGN ITEMS:** None.
- 11a. **TIME OF DELIVERY:** As specified on agency Task Order and mutually agreed.
- 11b. **EXPEDITED DELIVERY:** As specified on agency Task Order and mutually agreed.
- 11c. **OVERNIGHT AND 2-DAY DELIVERY:** As specified on agency Task Order and mutually agreed.
- 11d. **URGENT REQUIREMENTS:** Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the Contractor for the purpose of requesting accelerated delivery.
12. **FOB POINT:** Destination.
- 13a. **ORDERING ADDRESS:** Concepts, Inc.  
4800 Hampden Lane, Suite 200  
Bethesda, MD 20814

- 13b. **ORDERING PROCEDURES:** for supplies and services, the ordering procedures, information on blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. **PAYMENT ADDRESS:** Same as Contractor
15. **WARRANTY PROVISION:** Not Applicable to Professional Services.
16. **EXPORT PACKING CHARGES:** N/A
17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** Contact Contractor
18. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
19. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
20. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A
- 20a. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A
21. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A
22. **LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A
23. **PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A
- 24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** N/A
- 24b. **Section 508 Compliance for EIT:** N/A
25. **DUNS NUMBER:** 083634829
26. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM for AWARD MANAGEMENT (SAM) database.** Contractor is registered with the System for Award Management (SAM) database.

**Concepts, Inc.** ([conceptscommunications.com](http://conceptscommunications.com)) is a woman-owned, small business that specializes in developing and executing targeted communications strategies, partnership programs and public outreach campaigns. Known for going above and beyond expectations, the firm has successfully managed diverse initiatives on behalf of federal government agencies, nonprofit organizations and private companies. Concepts' team offers subject matter expertise on a variety of issues, including disability, accessibility, veterans/military, employment law and technology.

Our services include:

- Strategic Planning and Outreach Campaign Implementation
- Message Development and Audience Analyses
- Subject Matter Expertise in Disability Employment
- Document and Website Accessibility and Remediation
- Small Business Engagement Strategy
- Partnership Development
- Market Research

- Copywriting, Graphic Design and Materials Development
- Video and Photography Production and Distribution
- Social Media Strategy and Internet Marketing
- Website Information Architecture, Design and Content Management
- Presentation Development and Speechwriting
- Media Relations
- Media/Presentation Coaching
- Trade Show and Event Support
- Quality Assurance and Project Evaluation

When it comes to communications services, Concepts offers distinct advantages – a personalized approach, frequent communication and a network of seasoned professionals with in-depth knowledge and expertise. Those differences enable Concepts to maintain a strong commitment to individualized, customer-centric service, saving clients from lengthy approval processes, breakdowns in communication and impersonal experiences.

**LABOR CATEGORIES, EXPERIENCE, EDUCATION, RESPONSIBILITIES**  
**SIN: 541810 & 541810/RC**

<b>LABOR CATEGORY</b>	<b>EXPERIENCE</b>	<b>EDUCATION</b>	<b>RESPONSIBILITIES</b>
Subject Matter Expert II	15 years of consulting experience	Bachelor's degree	Provide expert advice and guidance on project deliverables and implement best practices. Cultivate and maintain effective working relationships with a variety of stakeholders, including end-users, project managers, and client staff members. Ensure project goals are met or exceeded.
Photographer**	5 years of photography experience	Bachelor's degree	Provide photography services for client materials. Scout locations, provide props and lighting, shoot images, process and develop photos, and provide editing.
Project Director	10 years' experience in the field; demonstrated ability to develop speeches, establish relationships	Bachelor's degree	Develop and oversee work plan; manage all aspects of project activity.
Subject Matter Expert I	10 years of consulting experience	Bachelor's degree	Provide strategic guidance and subject matter expertise to client programs. Develop and maintain effective client relationships, oversee the development and implementation of communications plans for clients, and ensure necessary resources are provided to meet project goals. Set objectives and advise the client and project team on innovative communications strategy.
Web/Database Developer	3 years' experience in field	Bachelor's degree	Design and program Web-based applications and other database-related functionality.
Account Executive	7 years' experience in field	Bachelor's degree	Oversees the design and development of products and materials.

<b>LABOR CATEGORY</b>	<b>EXPERIENCE</b>	<b>EDUCATION</b>	<b>RESPONSIBILITIES</b>
Communications Coordinator	5 years' experience in the field of communications	Bachelor's degree	Assists in planning and organizing administrative and technical support activities.
Graphic/Web Designer	3 years of related experience	Associate's degree	Designs graphic illustrations for use in various media; formulate concepts and renders illustrations.
Public Outreach Specialist	7 years' experience conducting research Ability to analyze and interpret materials and write reports	Bachelor's degree	Serve as primary researcher responsible for gathering information, reviewing materials and assessing the information.
Outreach Project Manager	5 years' experience in field	Bachelor's degree	Serves as the primary manager of project including identifying project goals and provides overall direction and input.
Communications Consultant	5 years' experience in the field of communications	Associate's degree	Assists in organizing communications support activities.
Research Analyst	3 years of related experience	Bachelor's degree	Assists in research activities to identify and obtain relevant documents. Drafts abstracts.
Quality Assurance Specialist	5 years of related experience	Bachelor's degree	Reviews all deliverables, presentations, etc. Applies company's Quality Control Plan.
Administrative Assistant**	2 years of related experience	High School Diploma	Assist in all administrative duties.

**OTHER DIRECT COSTS FOR MARKETING & PUBLIC RELATIONS**  
**SIN: 541810DC & 541810DC/RC**

<b>OTHER DIRECT COSTS</b>	<b>DESCRIPTION</b>
Printing	Printing activities may include paper, ink, printing company fees and other related materials.
Half Day Photo Record	Photographs of events.
Media Monitoring Services	Vendor services used to track outreach efforts and costs associated with using vendor data.
Display/Exhibit Development	Design and Production activities may include the creation, planning and development of any marketing-related products.

SCA Eligible Labor Category/Service**	SCA Equivalent Code & Title	Applicable Wage Determination
**Administrative Assistant	01020 – Administrative Assistant	2015-4269
**Photographer	13073 – Photographer III	2015-4269

**\*\*Service Contract Labor Standards: The Service Contract Labor Standards, formerly the Service Contract Act (SCA) apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (\*\*) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices are in line with the geographic scope of the contract (i.e. nationwide).**